

Preliminary Report on Austin City survey

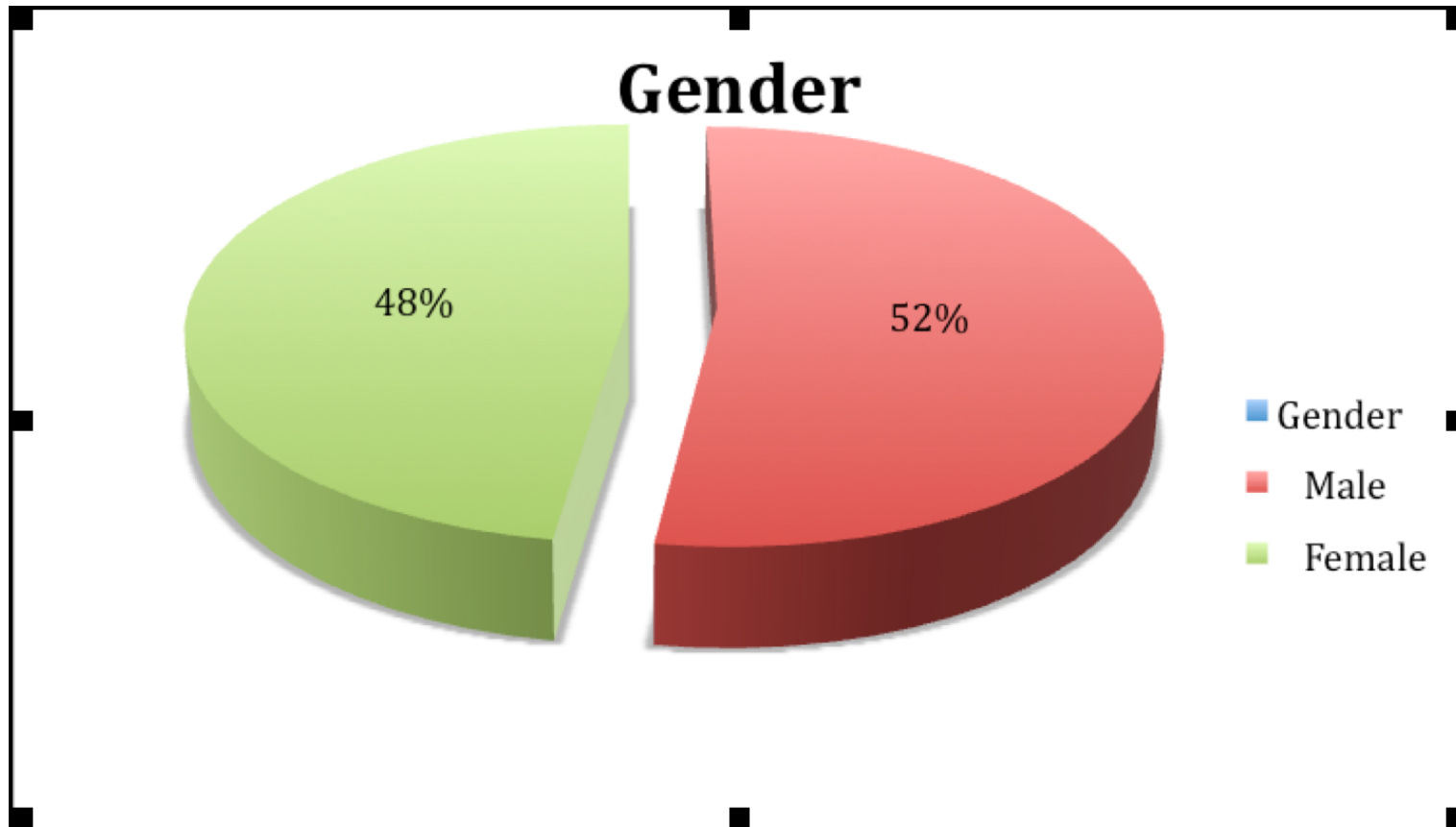
Report to AC &T Commission, April 13,
2011

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RTF Dept., University of Texas

Background on Austin survey

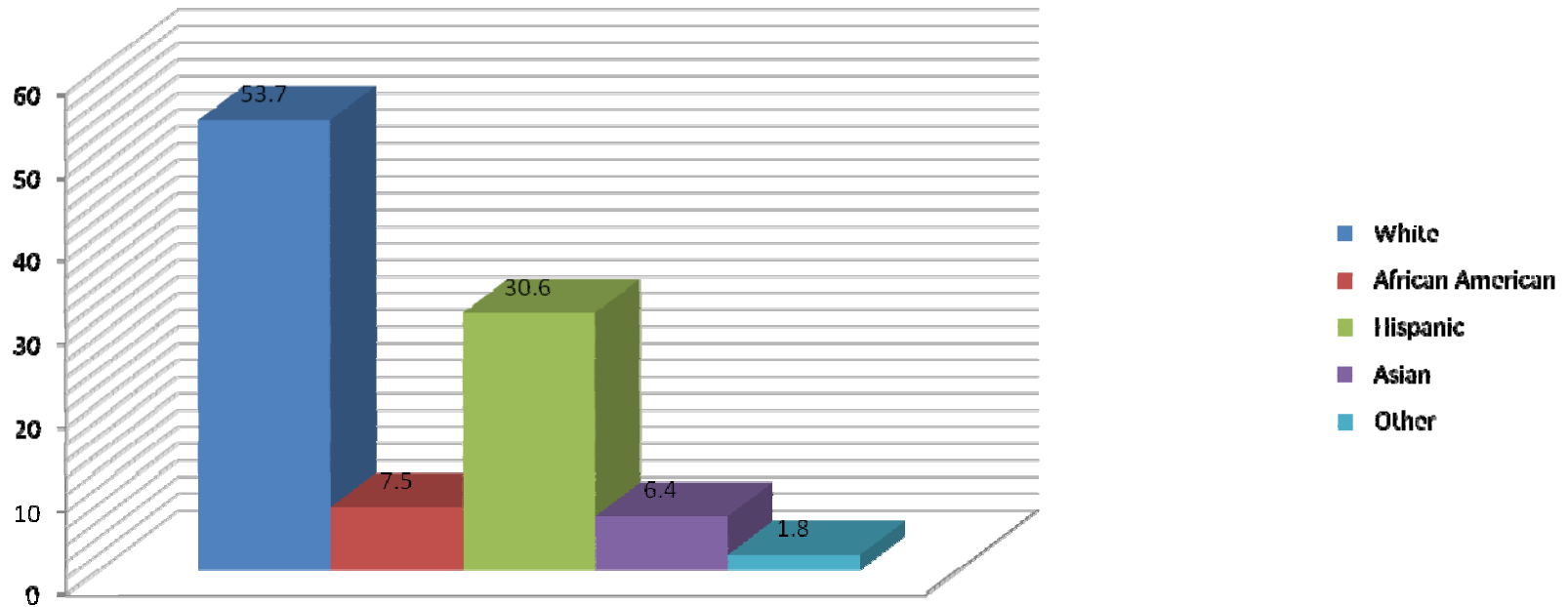
- A core sample of 12,000, plus 3,000 oversample of individuals in NE, E, and SE Austin
- Questionnaire mailed to homes in November 2010, filling it out promoted by city, notably on Univision
- 1701 returned for 12% return rate, very good for this kind of study, data entered by TARA and UT RTF
- Compared with 2010 census data, returned surveys tilted somewhat too old, educated, female and white
- So Dr. Chen, with city demographer Ryan Robinson, applied a statistical weighting to make the sample representative

Weighted sample of Austin

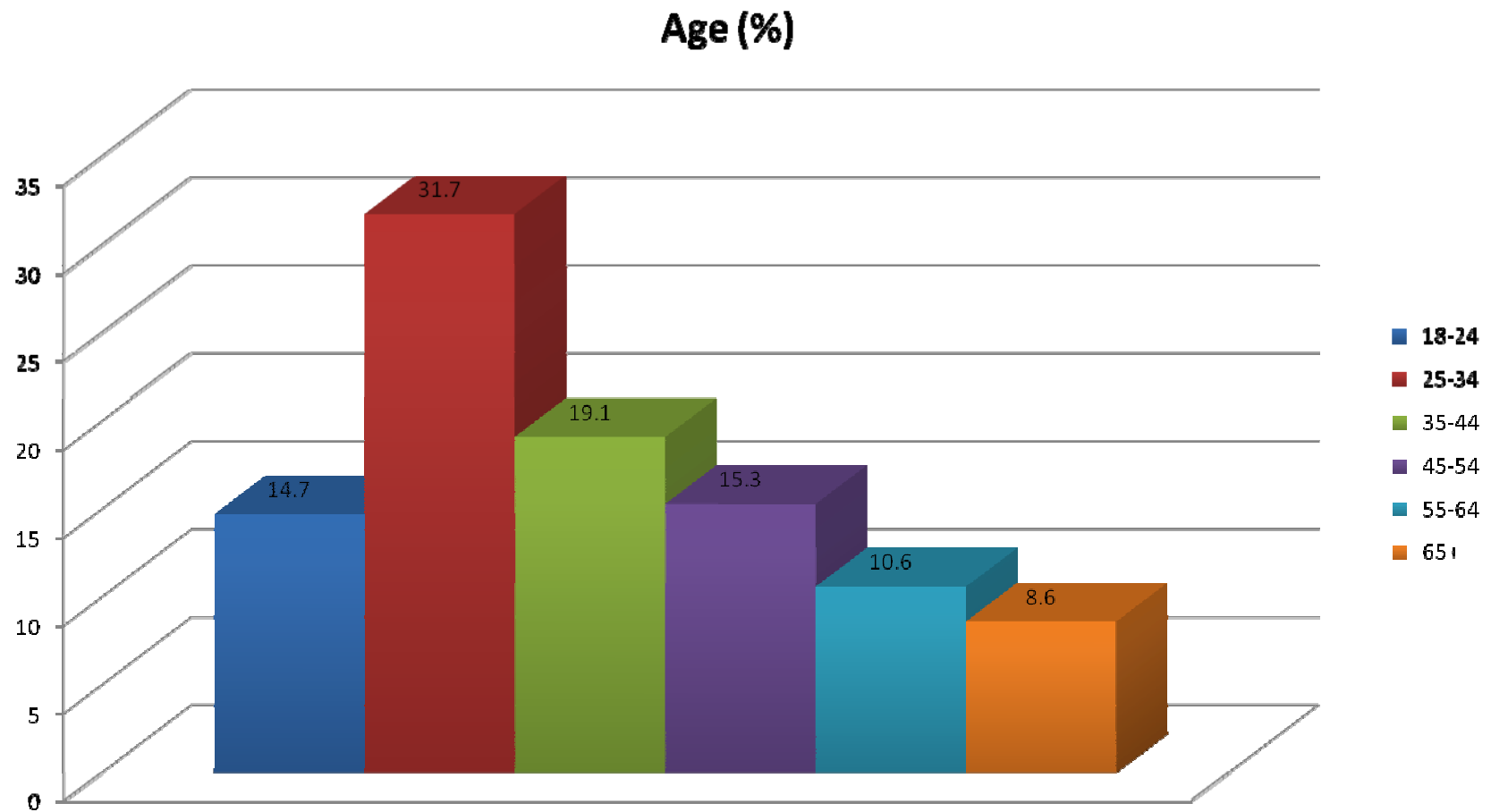


Weighted sample of Austin

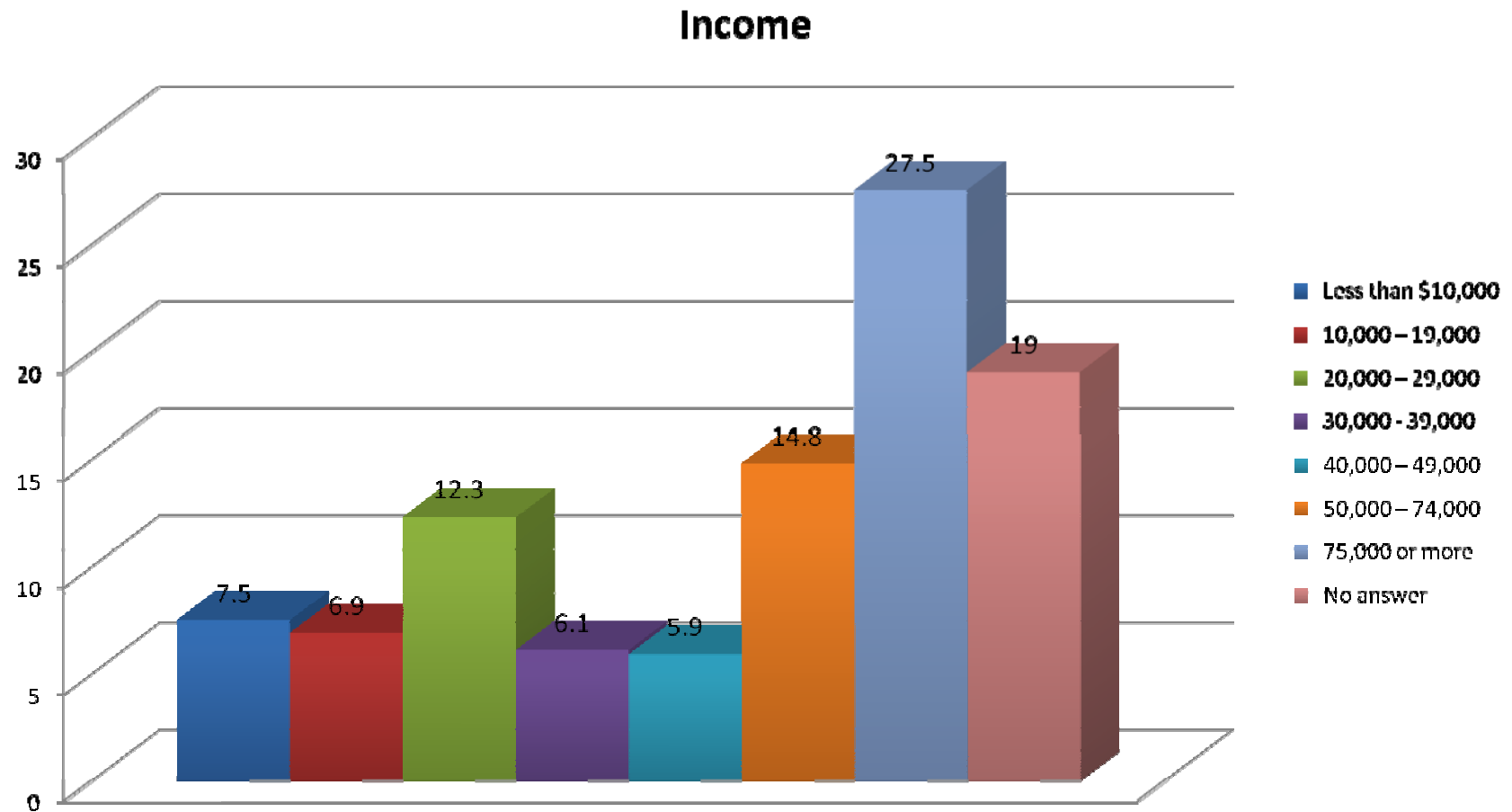
Race (%)



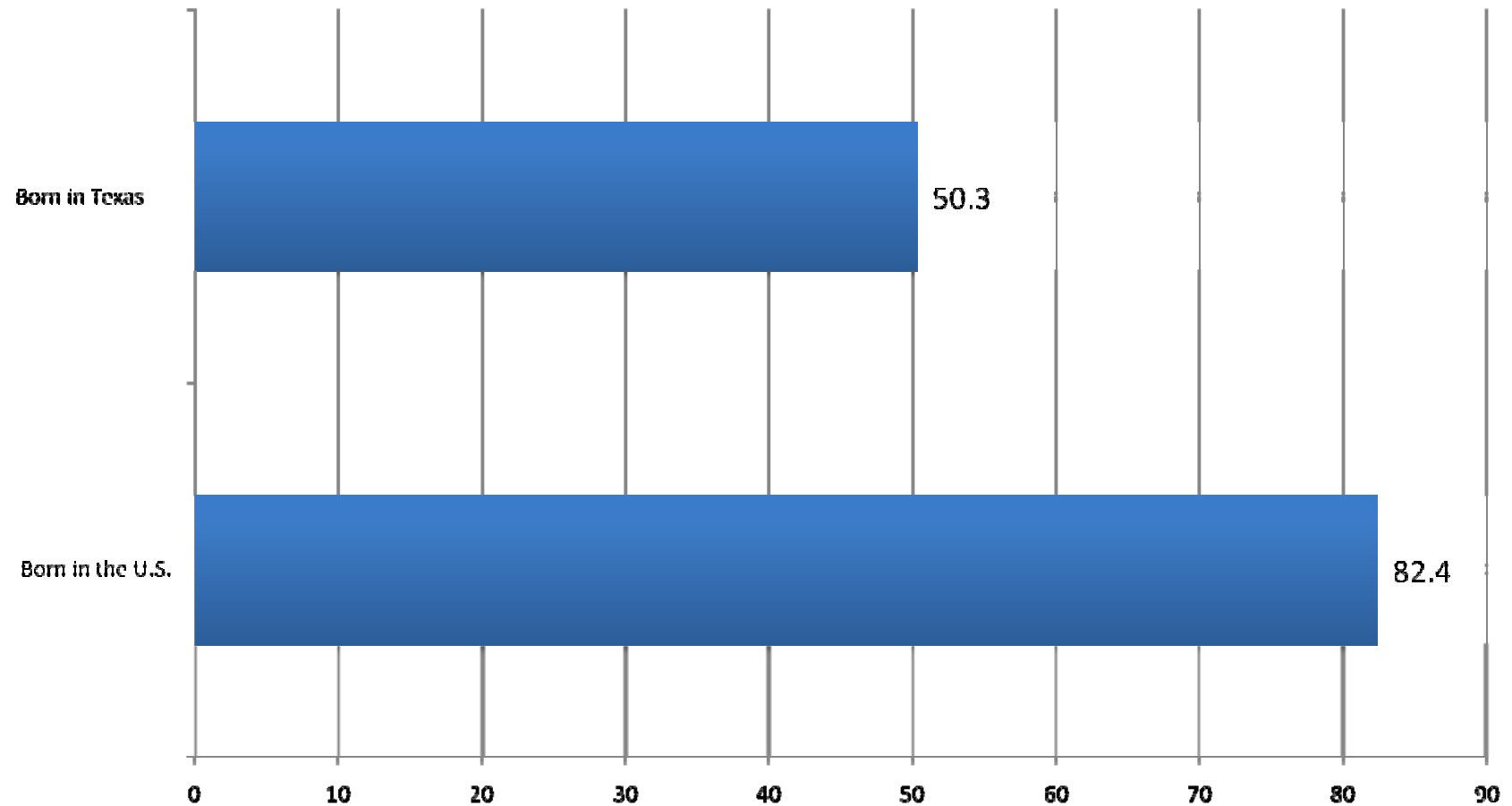
Weighted sample of Austin



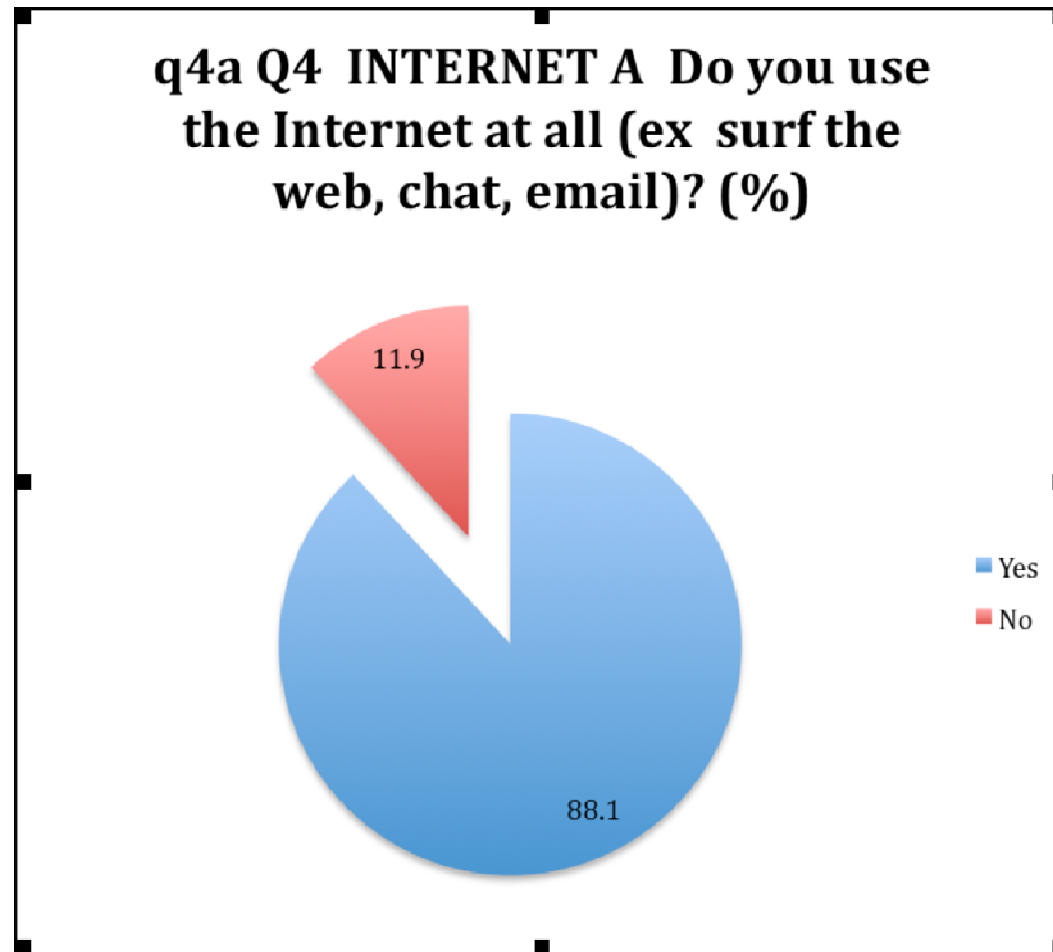
Weighted sample of Austin



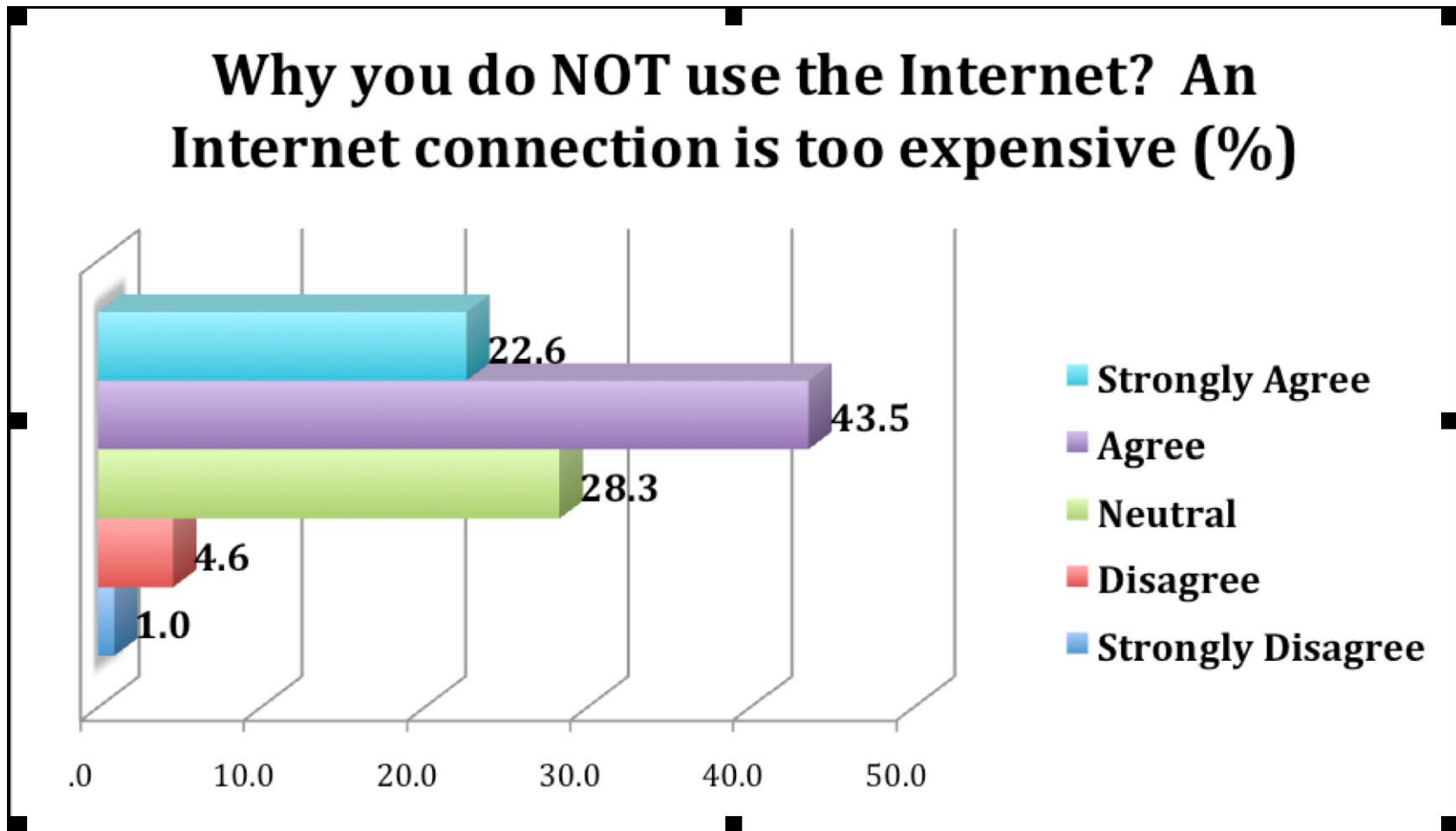
Weighted sample of Austin



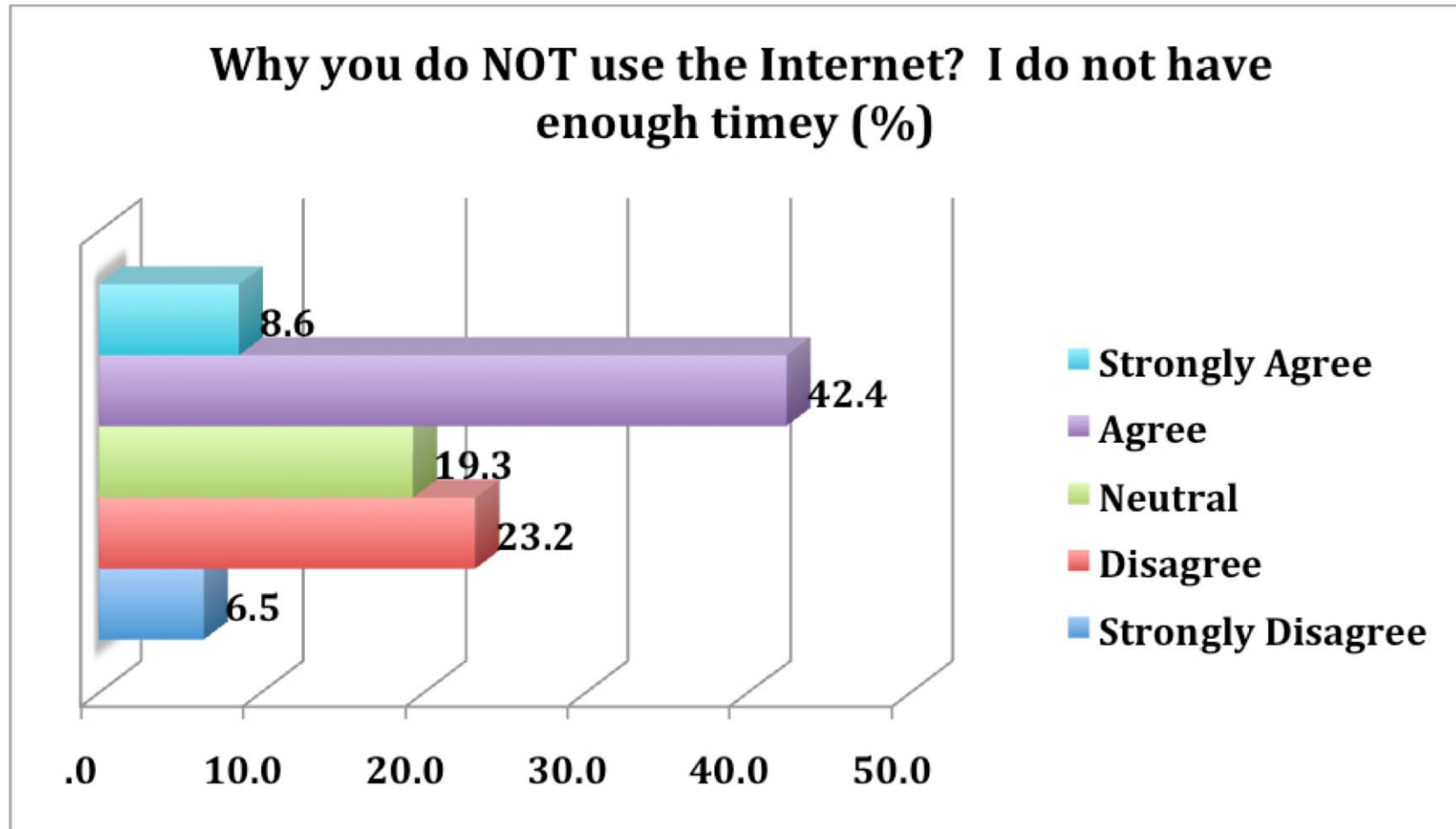
How many Austinites use Internet?



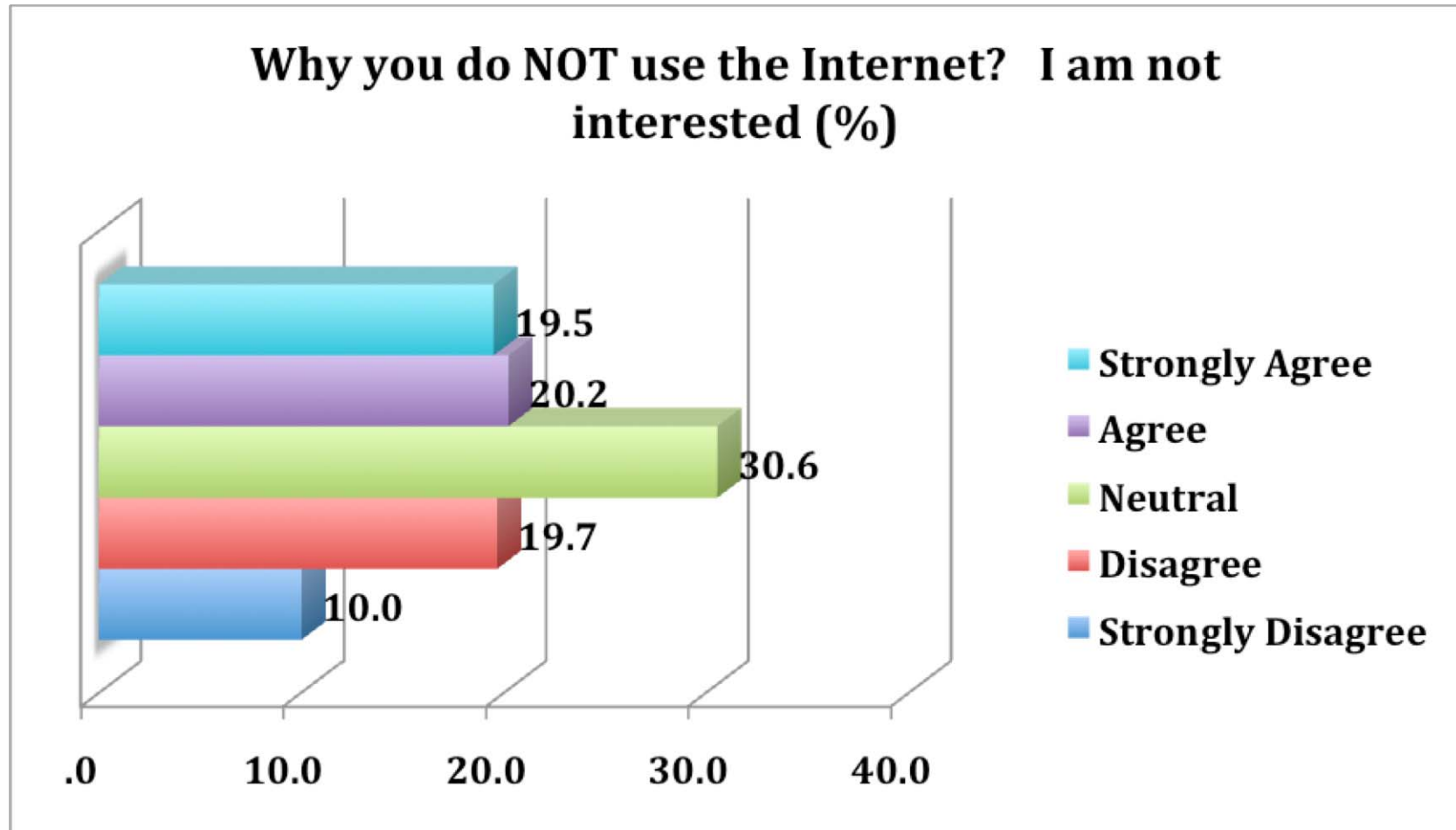
Non-users who think Internet too expensive



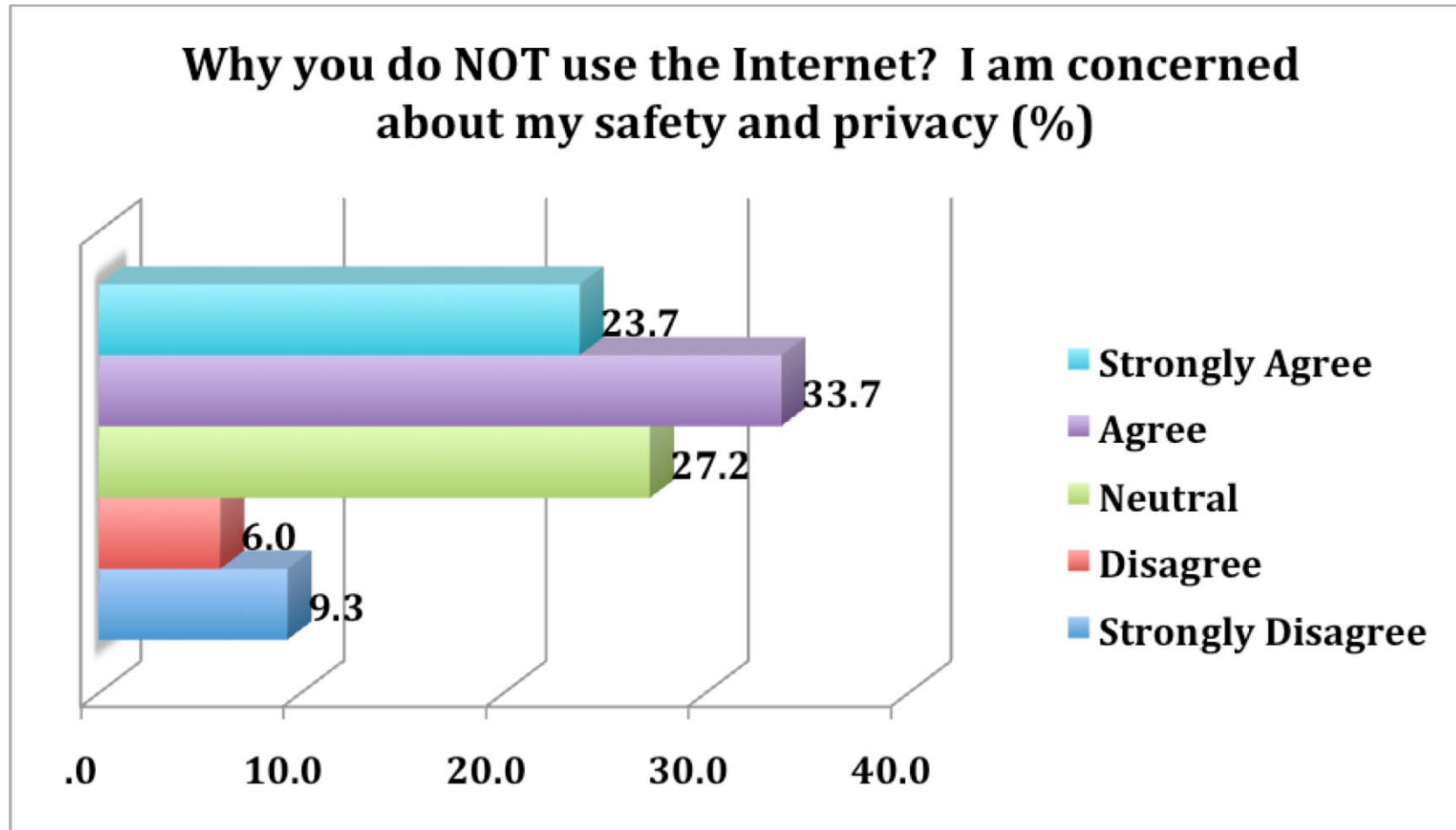
Non-users who think Internet too time consuming



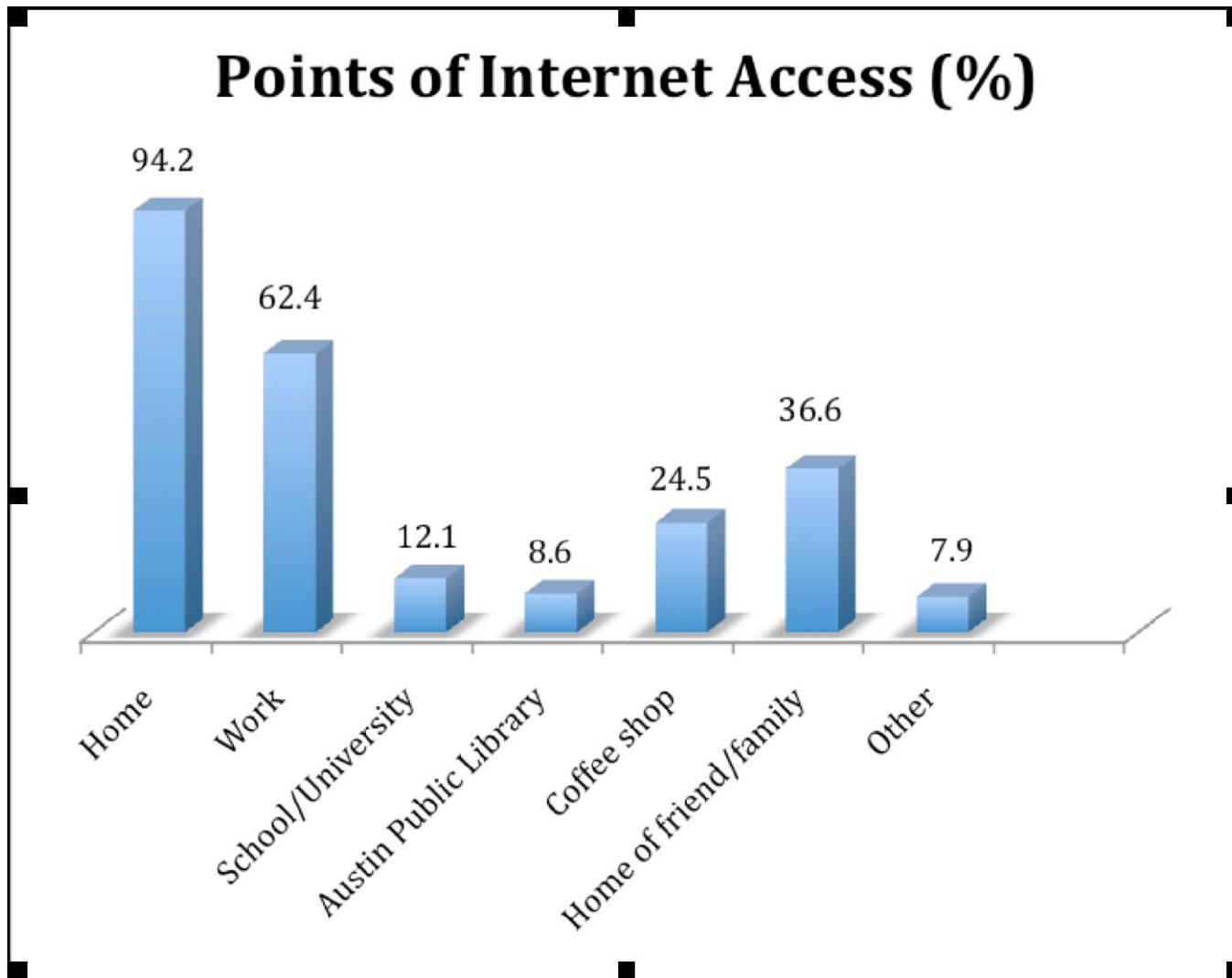
Non-users who are not interested in Internet



Non-users who are concerned about privacy



Primary points of internet access in Austin



Note: multiple responses were possible

Where Austinites use the Internet (multiple responses possible)

Home use widespread

Less for \$20-30,000

Work use primarily by incomes over \$30,000

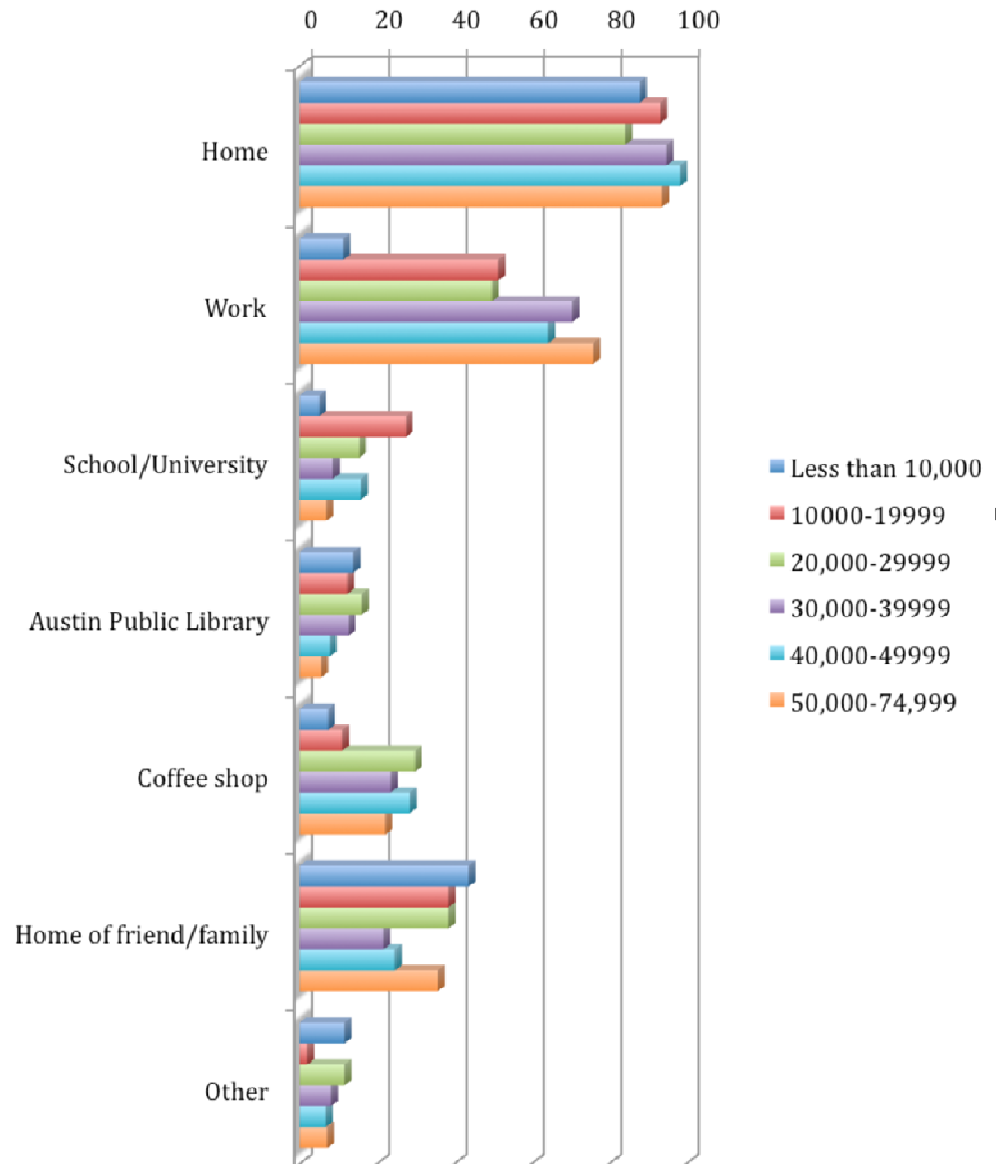
School use most important for \$10-20,000

APL use significant for all but most for under \$40,000

Coffee shop access mostly for over \$20,000

Homes of family, friends significant for many, most under \$30,000

Internet Access Places by Income (%)



Where Austinites use the Internet (multiple responses possible)

Home use widespread

Less for Black, Hispanic

Work use primarily white

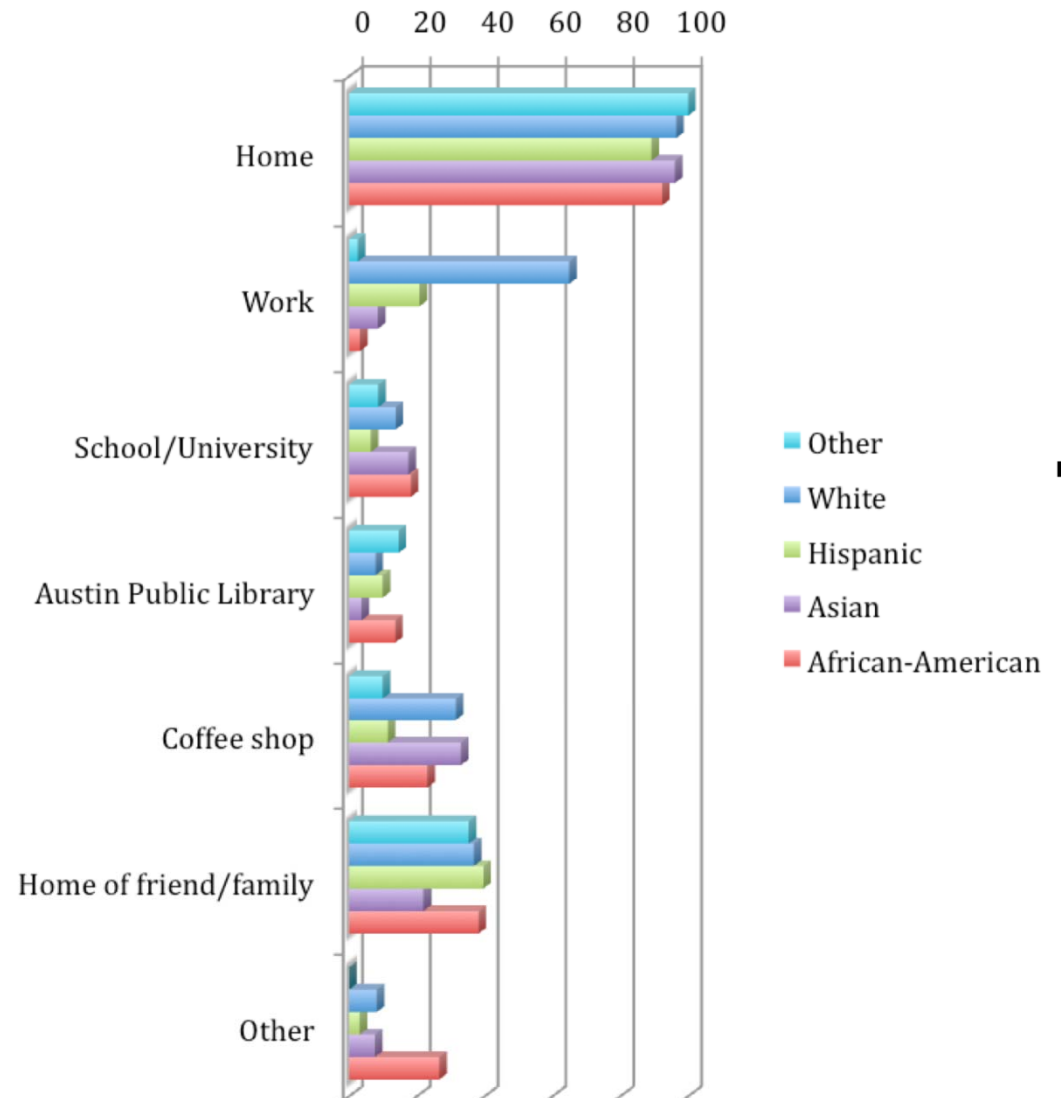
School use most important for Black, Asian

APL use significant for all but Asian population

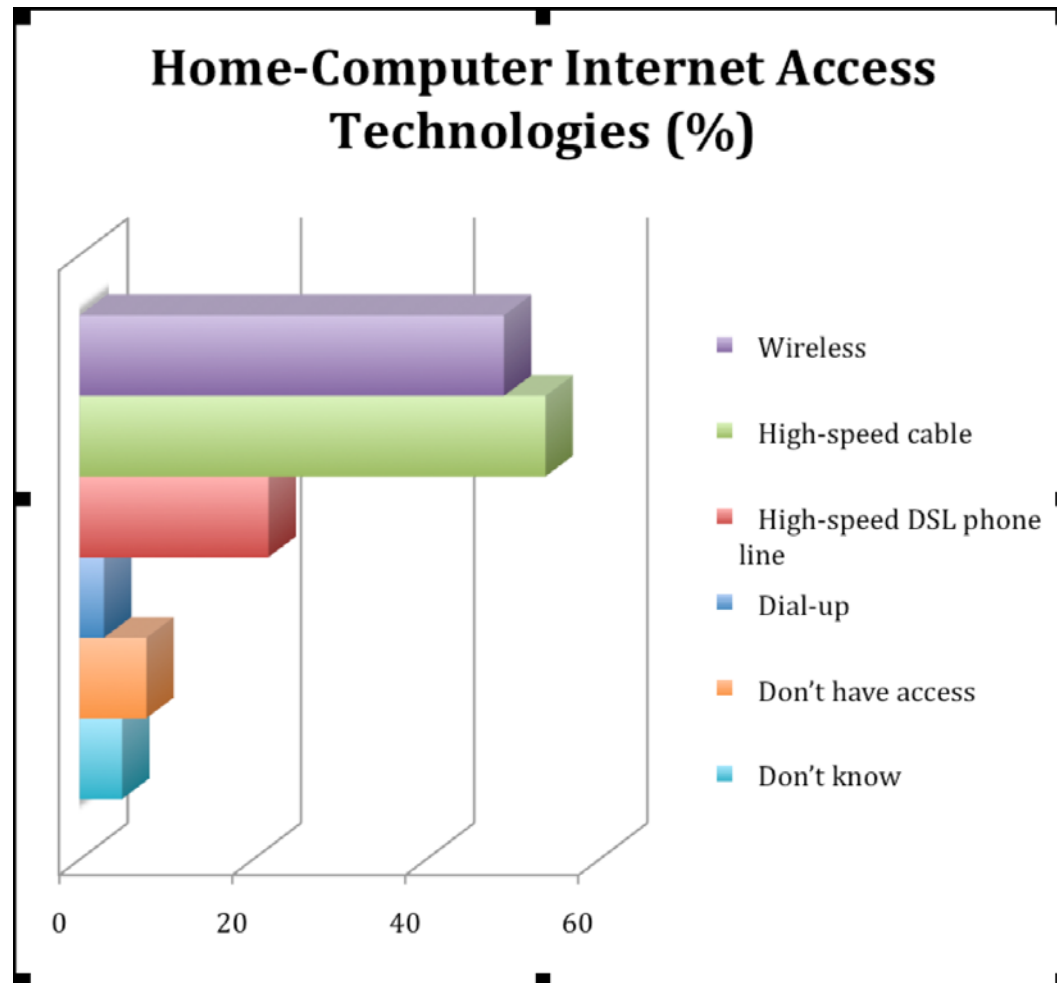
Coffee shop access mostly for white, Asian

Homes of family, friends significant for many, most for Hispanic, Black

Internet Access Places by Ethnicity (%)



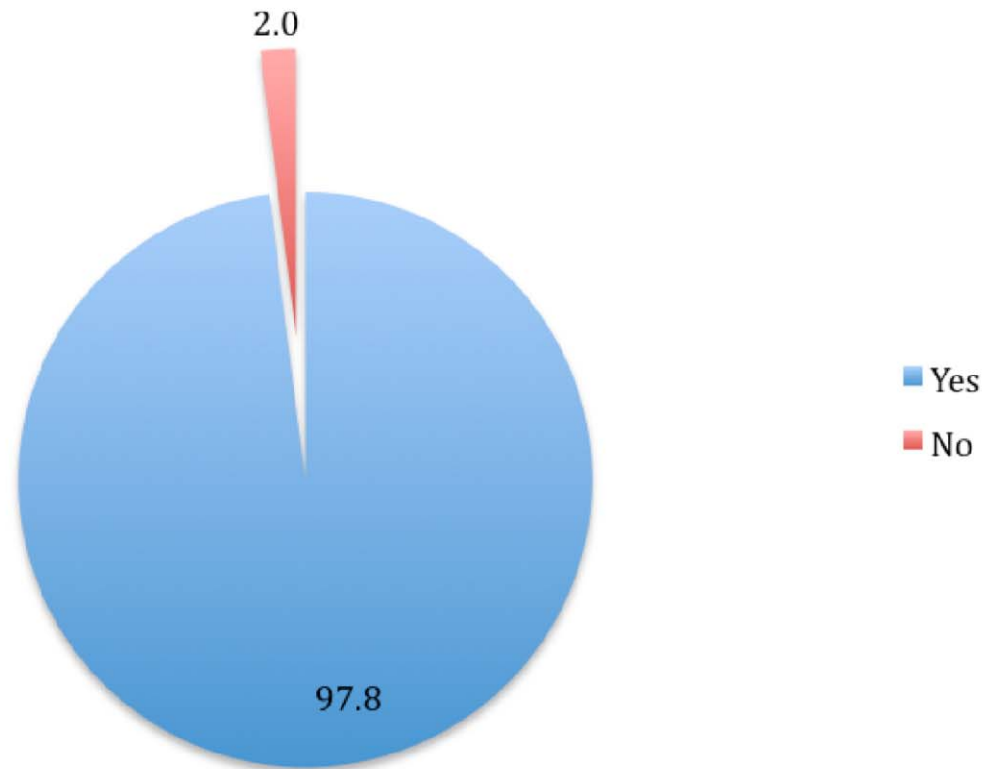
How people in Austin access the Internet at home



Note: it is likely that wireless includes both home routers connected to cable and DSL, as well as some using newer direct wireless services

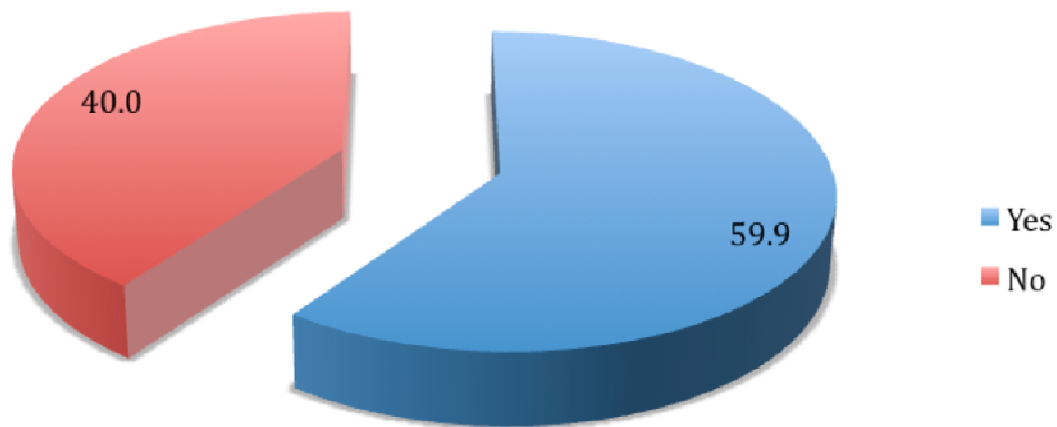
Austinites with TV

q2b B Do you have a TV in your current residence? (%)



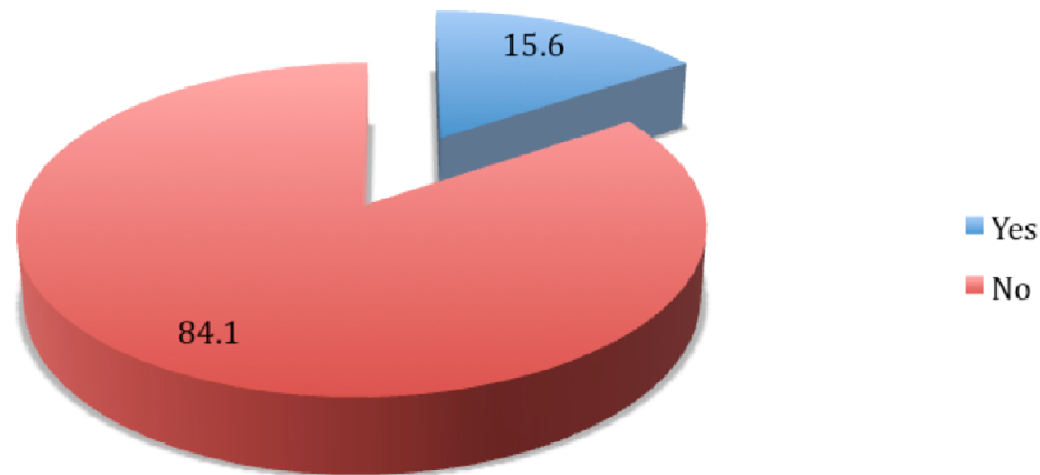
Austinites with TV

**q2c C Do you subscribe to cable
TV (ex Time Warner, Grande)?
(%)**



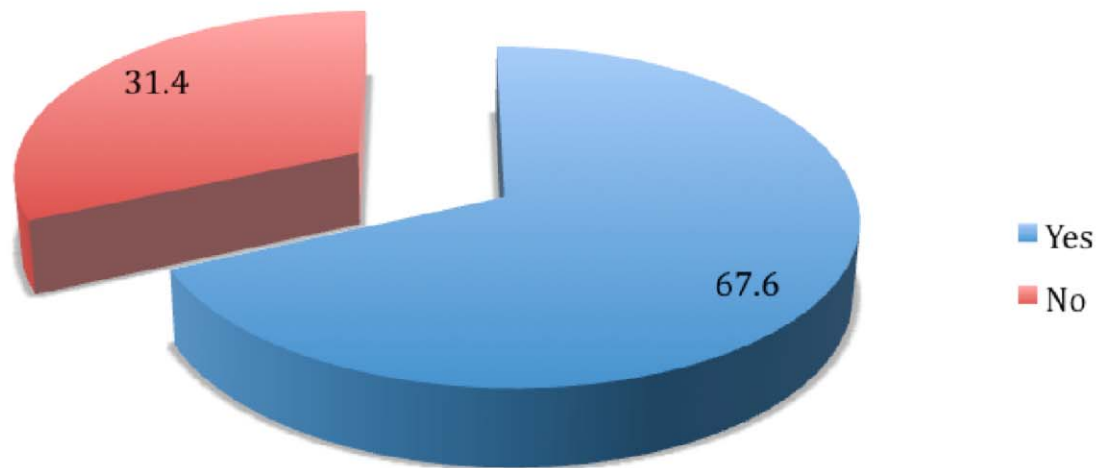
Austinites with satellite TV

**q2d D Do you subscribe to
satellite TV (ex DIRECTV, DISH)?
(%)**

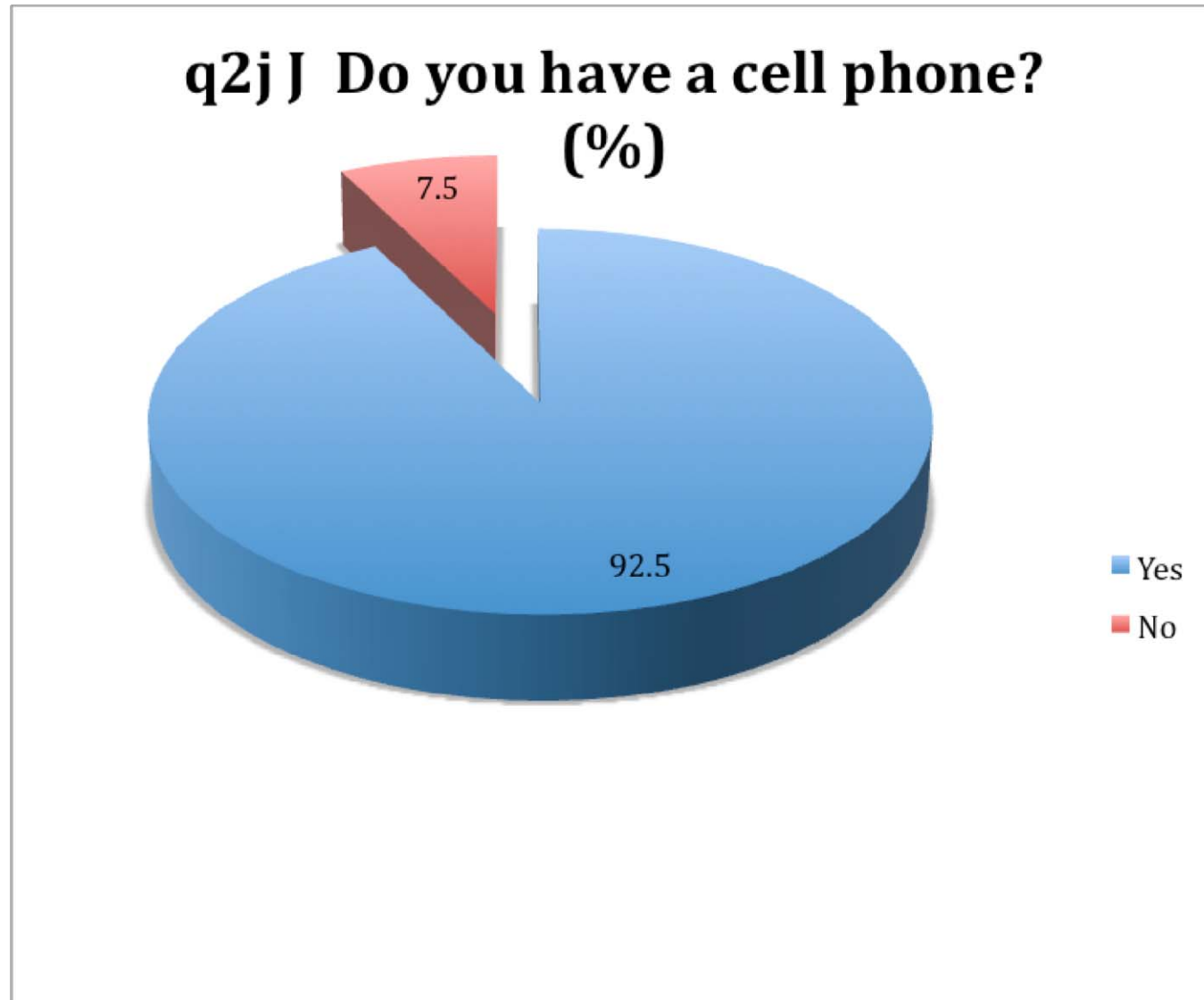


Austinites with laptop computers

**q2g G Do you personally own a
laptop or notebook computer?
(%)**



Austinites with cellphones

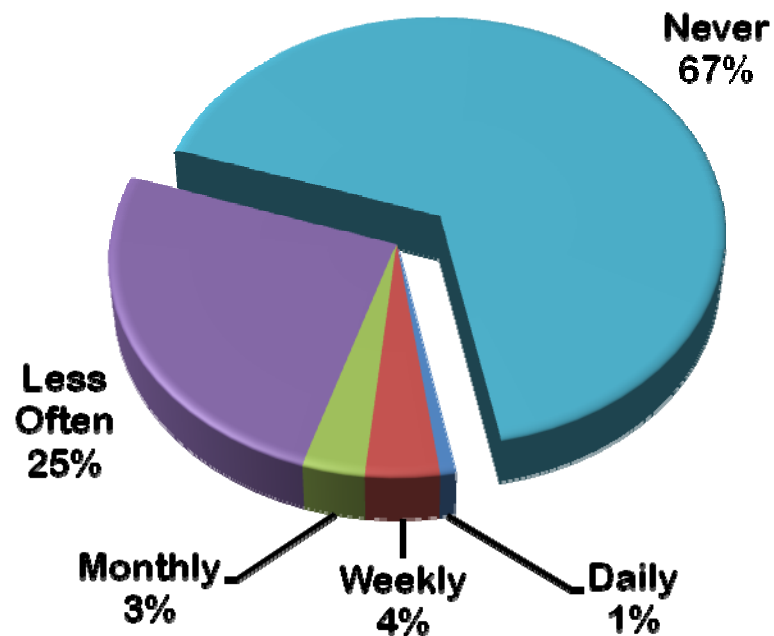


Austin City Cable Channels

- We found that Austin City channels on the Time-Warner cable system have a small but notable audience

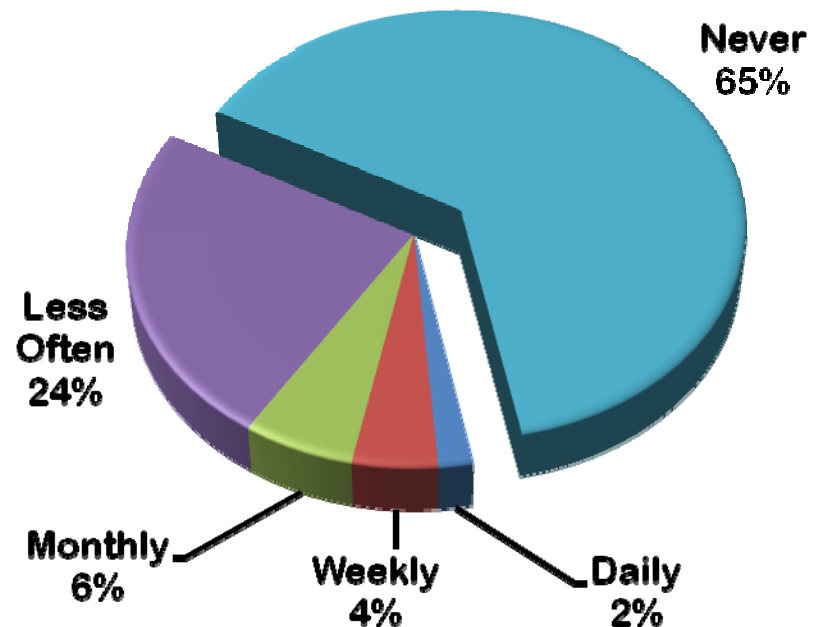
Austin Channel Viewership

**Austin Channel Viewership
Channel 6**



(n = 1,680)

**Austin Channel Viewership
Channels 10, 11, 16**



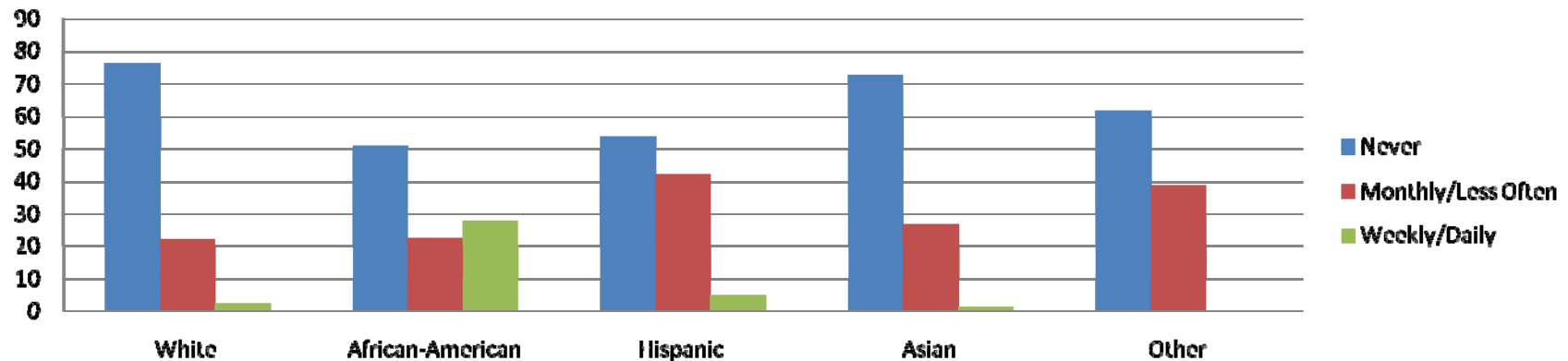
(n = 1,666)

Austin City Cable Channels

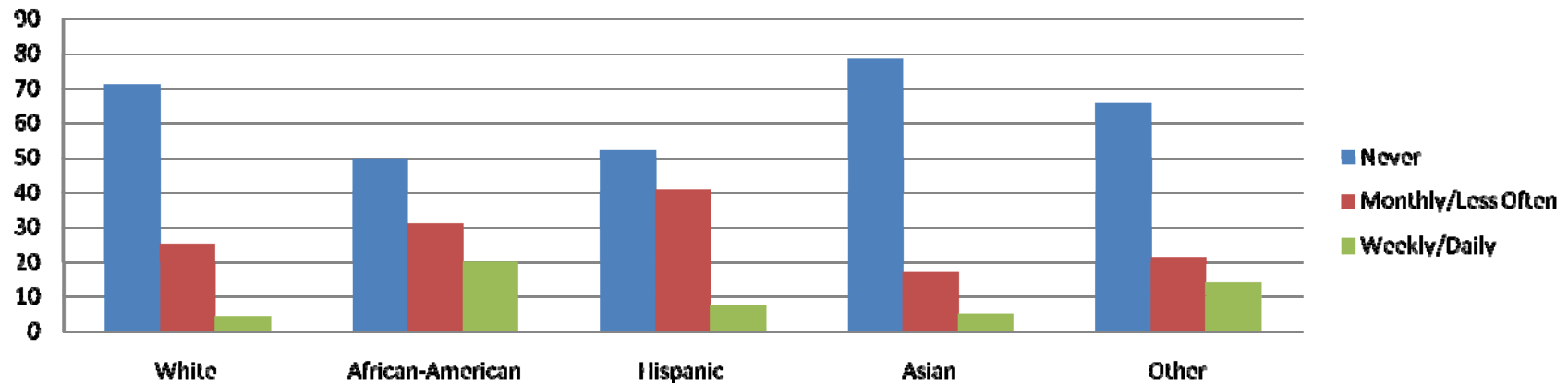
- We also found that Austin City channels on the Time-Warner cable system have a much more notable audience among African-American and Hispanic minorities than among the white/Anglo majority, indicating that the channels might be a particularly important way of communicating with these audiences

Viewership by Race

Channel 6 Viewership (%)



Channels 10, 11, 16 Viewership (%)

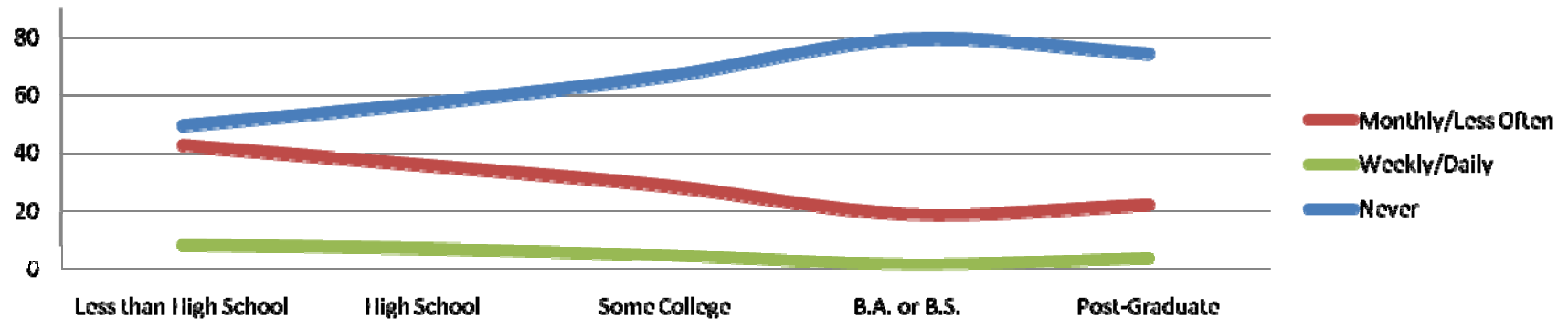


Austin City Cable Channels

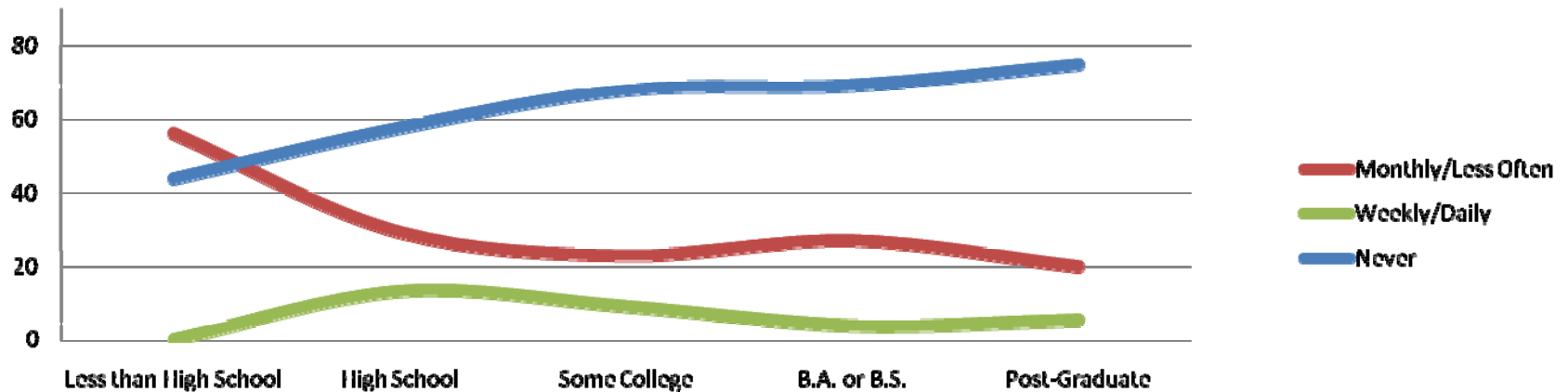
- We also found that Austin City channels on the Time-Warner cable system have a much more notable audience among the less educated segment of the population, indicating that the channels might be a particularly important way of communicating with this audience

Viewership by Education

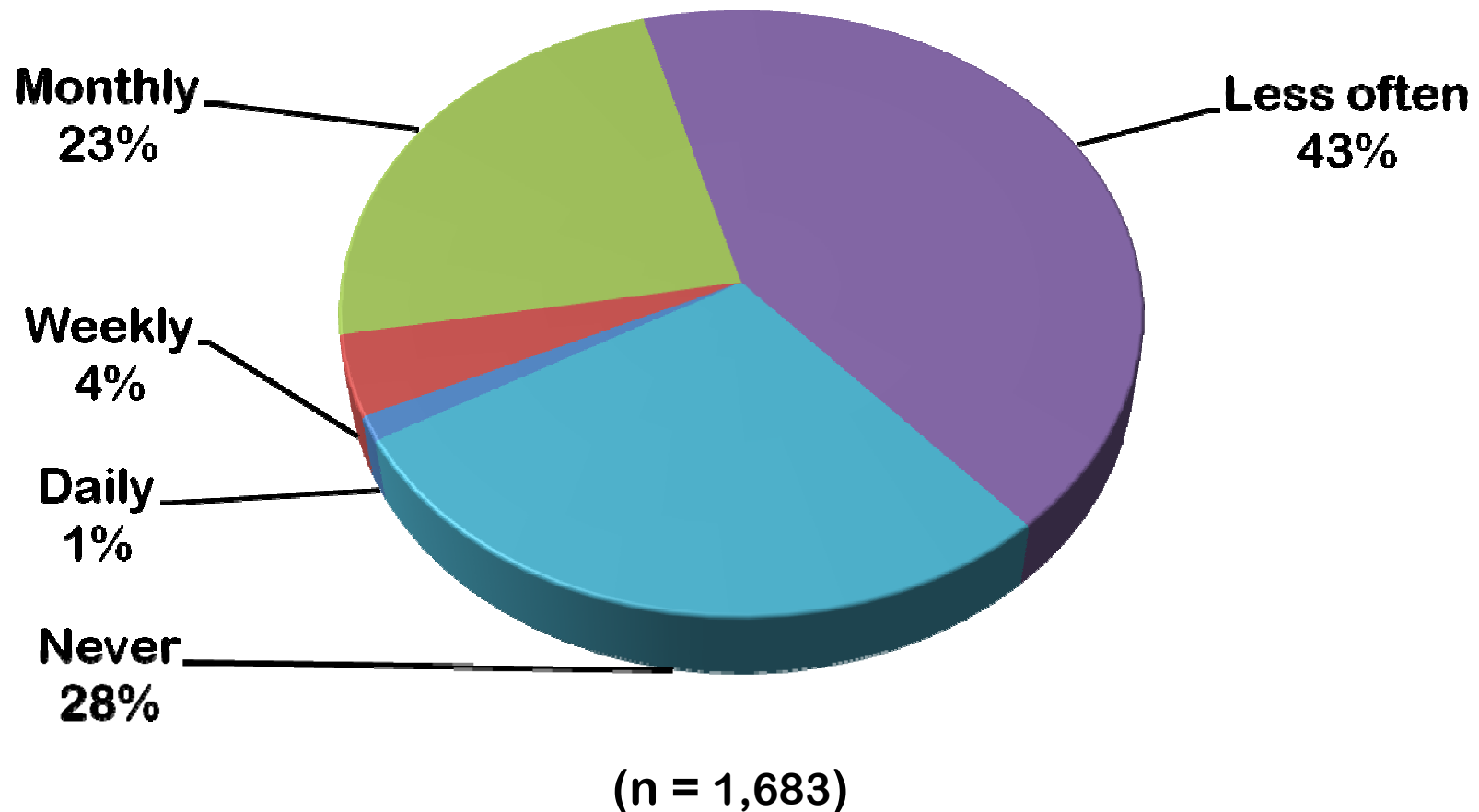
Channel 6 Viewership (%)



Channels 10, 11, 16 Viewership (%)



City of Austin Website Visit Frequency (%)



Austin City

- In contrast to the audience for the Cable Channels, we found that the Austin City website has a much more larger audience among the more educated segment of the population, indicating that the channels might be a particularly important way of communicating with this audience

Website Visit Frequency by Education (%)

